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FORMULA HIRES DIRECTOR TO LEAD SAN DIEGO-BASED BUSINESS AND TECHNOLOGY AND TRAVEL DIVISION

SAN DIEGO (July XX, 2006) – Formula, a national public relations boutique agency with offices in San Diego, Los Angeles and New York, has hired Emily Agan as director of the agency’s business, technology and travel division. Agan brings many years of extensive high-tech and business-to-business public relations experience with her to this leadership position, according to Michael Olguin, president.

“Emily’s previous work implementing public relations programs for clients in the business-to-business sector coupled with her strategic management skills make her an excellent fit for this position,” said Olguin. “Emily’s dynamic personality will be an asset to the agency. We are confident that she will provide superior results for the division’s national client base and thrive in Formula’s fast-paced environment.”

In her new position, Agan will be largely responsible for overseeing the business, technology and travel division accounts. Her responsibilities will include providing strategic public relations counsel, creative program development as well as budget management, and executing public relations campaigns for clients such as Vertis, Littler Mendelson, and the Turks & Caicos Tourism Board.

Prior to joining Formula, Agan served as an account manager at The Ardell Group, where she developed and implemented strategic public relations programs for clients such as Applied Micro Circuits Corporation (AMCC), Cymer, Inc., ddn Corporation, and Finisar.

(more)

Previous to The Ardell Group, Agan worked for Carlsbad-based Jennings & Associates Communications, Inc. as an account executive, and Boston-based Aria Marketing as a public relations specialist.

Agan holds a master of science degree in public relations from Boston University as well as a bachelor of arts degree in communication studies and English from the University of Kansas.

About Formula

Formula was founded in 1992 as a national public relations boutique. The agency is headquartered in San Diego and has additional offices in Los Angeles and New York. Unlike traditional PR firms, Formula creates brand activation programs for clients utilizing a suite of integrated marketing services including media relations, grassroots/street teams, events, promotions, co-branding and Hollywood relations. The agency specializes in consumer, lifestyle, sports, entertainment, business, technology, and travel/hospitality accounts. Current clients include Mattel Inc., ESPN, Newcastle Brown Ale, Guitar Center, ConocoPhillips, Kashi, Easton Sports, and the Turks & Caicos Tourism Board, among many others. For more information, please call (619) 234-0345 or visit www.formulapr.com.

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